

Take Heart Alaska

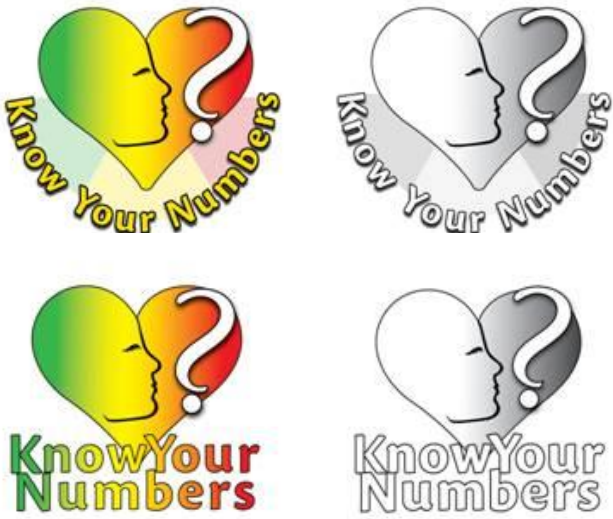

COMMITTEE: Public Education

DATE: Thursday, November 17, 2011

Time: 1:30 PM – 2:30 PM

LOCATION: Teleconference

exc	Lisa Sauder – AHA/ASA – Committee Chair		Sharon Zandman-Zeman – ANHC
	Martha Pearson – SEARHC, WISEWOMAN	X	Russ Stevens - SOA, Heart Disease & Stroke Prev Pgm
X	Gail Stolz – SOA, Diabetes Prev & Control Pgm	X	Julie Bates – SOA, CDPHP Publication Specialist
	Jayne Andreen – SOA, Health Promotion	X	Janice Gray – SOA, Heart Disease & Stroke Prev Pgm
	Kristie Lemmon – National Kidney Foundation		Janet Bartels – AHA Fairbanks
X	Gayle Solesbee – PAMC-Kodiak		
	Colleen McNulty – SOA, Public Health Nursing		
X	Deborah Corker – AK Health Fairs, Inc.		
	Tina Pleasants – Valley Medical Care, Juneau		
X	Barb Stillwater – SOA, Diabetes Prev & Control Pgm		
	Clint Farr – SOA, HDSP Epidemiology		

ITEM	Discussion
Welcome and Roll Call	Lisa Sauder was unable to attend this meeting. Janice Gray called the roll and opened the meeting at 1335.
Review Possible <i>Know Your Numbers</i> logos <u>Start of the meeting:</u> 	<p>Julie Bates reviewed the current logo designs and requested suggestions from the committee members. Committee members voted: 5 preferred the square version, 2 preferred the circular version, so the square version was accepted.</p> <p>Barb noted that the head illustration appeared Caucasian and female. She would like the look to incorporate more of a generic Alaska person. Several change suggestions were requested by the members including removing the eyelashes, adding fuller lips and a more straightened nose. Darkening the outline of the letters and adding more of a space between the words were also requested. Tilting the head back could make the person look more generic, so that change was also requested.</p> <p>Julie made these changes while we were on the teleconference.</p>
<u>Final logo result:</u> 	<p>The shape of the head was completed on the color (left) version. The committee members agreed on this logo as the final version. Julie will make these outline changes on the grayscale version after the meeting ends.</p>

Review plans for Printing and Distributing Documents	Julie Bates reviewed the costs she has quotes for printing the Know Your Numbers sheets. Deb said that the Alaska Health Fair, Inc. could use at least 10,000 of the sheets. She also thought that they could help by putting some funds toward the printing costs. The committee requested that the sheets be bound as tablets to aid in transporting them to remote locations.
Discuss Future Projects and Direction of the Know Your Numbers project	<ul style="list-style-type: none"> Julie suggested that Know Your Numbers should not be developed into a campaign; instead let each item sell itself. Call it a toolkit, not a campaign. Julie says that “campaign” indicates to her that it is focused on the media. The focus is to support health care provider’s efforts to do this work. Gayle said that she would like to see the resources distributed to primary care givers (such as on Kodiak Island), community health centers, public health centers. These tools could coordinate and add consistency and cohesiveness to people knowing their numbers. The committee discussed where they would like to see the Know Your Numbers project move (and eventually be concluded). Suggestions were to develop a resource packet to go with the program that could include, “How to correctly take blood pressures,” “How to run an event for taking blood pressures” (directed possibly toward fire departments, piggy backing on community blood drives, cholesterol checks, and other similar organizations and events). The resources could all be available online and as paper packets. Build the toolkit first <u>targeting providers</u>. This could possibly be part of a special February event with for example, 20 events in 20 cities, to celebrate American Heart Month. Evaluation could include looking at provider’s practices to see if there are differences in patient and/or practitioner participation using the toolkit items.
Wrap-Up/Close	<p>The meeting was concluded at 1440.</p> <p><u>TO DO LIST:</u></p> <ul style="list-style-type: none"> ➤ Need to create a list of the items that the committee members would like to include in the resource packets (and examples of those items if possible) ➤ Need to create a list of potential users of the tool kits ➤ Create a time line for completion ➤ Finalize the look for the project
<p>Next Meetings:</p> <ul style="list-style-type: none"> ➤ Second Thursday of the month at 1:30 PM <ul style="list-style-type: none"> ○ December 8, 1:30-2:30 PM ○ January 12, 1:30-2:30 PM ○ February 9, 1:30-2:30 PM 	